



NEWS UPDATE

San Francisco Bay Area Federal Executive Board
Oakland, CA

June 3, 2005



2005 CFC Merger

Santa Clara/San Benito Counties CFC Merges with the Greater San Francisco Bay Area CFC

More than 30 federal civilians, postal workers and military members who are all involved with the 2005 Combined Federal Campaign (CFC) gathered at the NASA Ames Conference Center June 2 to learn about the merger of the Santa Clara/San Benito CFC with the Greater San Francisco Bay Area CFC. Now under one organization, the Greater San Francisco Bay Area CFC includes more than 70,000 federal, postal and military members employed by 150 agencies in an area that stretches north from Mendocino County to the southern tip of San Benito County. Last year, the Greater Bay Area's contribution to the CFC was \$3.5 million, while the Santa Clara/San Benito CFC raised \$692,000. The merged 2005 CFC goal is \$4.5 million.

"The merger makes sense," says Cathy Dunlap, the IRS senior commissioner's representative in Oakland who will head the civilian sector for the 2005 campaign. "There are substantial cost savings in required annual audits, accounting systems and the printing of publications. Combined operations will make our single organization more efficient."

Donald A. Durston, a NASA aerospace engineer and the head of Ames' CFC local federal coordinating committee, agrees. "As one large organization," he says, "I think the campaign will generate more support from all agencies involved. There's going to be more enthusiasm and more focus on the Combined Federal Campaign when it begins this fall."

Much of the discussion focused on the need to recruit 11 effective Loaned Executives (LE) from the federal civilian sector to help manage the annual charitable campaign that begins in late September and ends in early December.

"We're seeking both seasoned managers or supervisors and apprentice mid-management staff who could benefit from this career development opportunity," says James M. Griffin, a court administrator with the U.S. Department of Justice and the 2005 Federal Executive Board chair. "Federal managers who can help us with a Loaned Executive should view this as a training detail which can offer the right person a tremendous amount of experience in marketing and networking."

Rear Adm. Jody A. Breckenridge, USCG, commander of the Maintenance and Logistics Command Pacific in Alameda, serves as the



the 2005 military chair for the CFC.

"Communication is essential to an effective campaign, along with a commitment by senior management that the Combined Federal Campaign is a worthy cause" says Rear Adm. Breckenridge. "If employees know about the campaign and all the charities they can donate to, they'll decide if it's worthwhile and appropriate."

Federal contractors may also contribute to the CFC as eligible donors, a fact that surprised some at the meeting. Andrea Reede of the U.S. Postal Service noted that her agency utilizes the services of several private contractors who work with the government every day to move the mail. "They weren't connected to the campaign until we talked to them," she said. "Now, with the contractors involved in the charity drive, they feel they're an important part of the postal team."

For the second year in a row, Joan Ehrlich, district director of the Equal Employment Opportunity Commission in San Francisco, will chair the 2005 CFC.

*by Bob Borden, SBA Regional Communications
Director. Photo courtesy of Tom Trower, NASA.*